

MINUTES
EAGAR & SPRINGERVILLE JOINT COUNCIL MEETING
Eagar Council Chamber
January 8, 2009
6:00 P.M.

EAGAR COUNCIL PRESENT: Kim Holaway, Mayor
 James Nelson, Jr., Vice Mayor
 Byron Smith

SPRINGERVILLE COUNCIL PRESENT: Mary Nedrow, Mayor
 Eric Baca
 Phelps Wilkins
 Ron Thebeau

EAGAR STAFF PRESENT: Bill Greenwood, Town Manager
 Eva Wilson, Town Clerk

SPRINGERVILLE STAFF PRESENT: Steve West, Town Manager

Mayor Kim Holaway called the meeting to order and welcomed those present. Mayor Holaway led the Pledge of Allegiance.

OLD BUSINESS

ITEM #3: COLLABORATIVE EVENT – Discussion regarding a collaborative event between both Towns to promote tourism.

It is agreed that Memorial Day is the optimal date to hold a collaborative event. These dates include Friday, May 22 – Monday, May 25. Mayor Holaway suggested that this event not be too elaborate the first time. It is the expectation of both Councils, that the Springerville-Eagar Regional Chamber of Commerce will be heavily involved with this event. Councilor Byron Smith reported that the Chamber of Commerce Board is aware of this proposed event. Phelps Wilkins was assigned to find out what other events are being held in the White Mountains on Memorial Day.

Councilor Eric Baca suggested adding a Fire Muster to the list of activities – not necessarily for this year. This can be a small event and last for only half a day with other entertainment such as BBQ and dance surrounding it. Town Manager Bill Greenwood brought up the concern that this can be severe fire season and a lot of firefighters could be busy during the proposed event date. Councilor Baca and Councilor Smith can check with Fire Chiefs.

Councilor Ron Thebeau suggested that a logging event could be added. As the Town of Eagar has held a logging event for many years for Eagar Daze, Mr. Greenwood stated that he could contact logging competition participants to get some feedback on the idea.

Councilor Byron Smith suggested a Horseshoe Tournament.

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Mr. Greenwood reminded Council to consider the inclement weather in May. It is suggested that the event be held where shelter can be sought.

Councilor Baca feels that a BBQ and dance are important for events; and that the event must be family oriented.

Citizen Chris Dashofy made a suggestion of a petting zoo (with miniatures), pony and cart rides, or hay rides. Mr. Dashofy added that Val Cluff, Singletree Cattle Processing, had made a suggestion regarding the BBQ - that he could provide the BBQ service if donated meat could be obtained. Councilor Baca volunteered to check with Mr. Cluff.

The suggestion of a chili cook off was also well received by the Councils. Councilor Thebeau knows a professional chili cook-off judge and he volunteered to find out some details such as how to get started, advertising, rules, prizes, judging, etc. It was suggested that an internet search may have additional information.

A Dutch-Oven Cook Off was also suggested. However, this may be more of a local event, and the purpose of this event is to promote tourism.

Mr. Greenwood stated that a Chili Cook Off in conjunction with a BBQ, petting zoo, and other games for children would best be held at Eagar's Arena and Event Center (Rodeo Grounds & Blue Building).

The idea of staging an outdoor theater at the parks was also well received. Town Manager Steve West stated that he had checked on the rental of a screen, and projector. This could cost up to \$3000. The Dome could possibly be used for this type of event, and the Booster Club could sell concessions. (Dome undergoing skylight replacement this summer.)

The idea of a concert was suggested. The Town of Eagar has experience in this area, and Mr. Greenwood stated that they had pulled in some big names for concerts in the past, and they were not well attended. There is a lot of behind the scenes to bring big names to the area. It was then suggested that the concert does not have to be a big name. The local Show Choir, Steel Drums, or a semi-local band could entertain, such as Mogollon from Heber. Mayor Holaway stated that she knows of a band and she will check with them. Vice-Mayor Nelson felt that the cost of a band should be checked on before a band is scheduled for Friday and Saturday.

Mr. Greenwood added that on the Friday a DJ youth dance could be held for the younger group, and a separate musical entertainment/dance for the older generations.

Town Manager Steve West stated that Springerville had been contacted by a Soaring group, and hot-air balloons are expected to be present during the Fourth of July.

Kite flying may be a good activity this time of year. Vaughn Wilhelm is familiar with this activity. Bill Greenwood will contact Mr. Wilhelm.

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There was an inquiry into how many rooms do the two towns have to accommodate visitors. Vice-Mayor Nelson stated that the majority of construction workers from the power plant should be gone by Memorial Day. If there is to be an ATV event, most of these tourists are self-contained.

The proposed activities were discussed with suggestions such as:

- Restaurants or all businesses giving discounts for this weekend. The restaurants/businesses could be given flyers and posters with a schedule of the activities to advertise in their businesses.
- Sidewalk sales.

Proposed Itineraries

Proposed itinerary for Friday, May 22nd:

- 7:00 PM – Movie at Theater or at Park
- 9:00 PM – Dance
- Discounted shopping (throughout the holiday weekend)

The visitors that the Council is trying to draw in are from the metropolitan areas and it is believed that these visitors would like to be outdoors for this particular weekend – they are trying to beat the heat. Therefore the itineraries should include plenty of outdoor activities of all natures.

Proposed Itinerary for Saturday, May 23rd:

- 7:00 AM - ?? – Pancake Breakfast (fire department or boy scouts)
- 8:00 AM – Noon – ATV Tours, Forest Service Tours, Horseback Riding, Becker Lake Fishing Tournament, Casa Malapais, Driving Tour (need CD's instead of cassette tapes), Cushman Museum, Antique Stores, Petting Zoo, Children Games, Matinee Movie (or on Monday)
- 3:00 PM – Chili Cook Off Judging, Horseshoe Tournament
- 4:00 PM – BBQ
- 9:00 PM – Dance / Entertainment

The outdoor activities can continue on Sunday and Monday. The visitors at this point should have a good idea of what the area has to offer. Maps of available trails (hiking, ATV, biking) will be made available.

Proposed Itinerary for Sunday, May 24th:

- Forest Activities – on their own – Hiking, Biking, Fishing, Driving Tour
- Shopping

Proposed Itinerary for Monday, May 25th:

- Forest Activities – on their own – Hiking, Biking, Fishing, Driving Tour
- Shopping
- Matinee Movie

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Voluntary Assignments

Mary Nedrow

- Check with Forest Service about forest tours
- Get maps of trails (hiking, biking, ATV)
- Check with RVUSD about school tours

Phelps Wilkins

- Investigate what other events are being held in the White Mountains on Memorial Day.
- Check on Cushman Museum
- Check on Casa Malapais Tours
- Check on Driving Tour
- Check on how many motel rooms are available

Eric Baca

- Check with Fire Chiefs regarding Fire Musters
- Check with Val Cluff, Singletree Cattle Processing about BBQ & meat donations
- Check on Horseback Rides
- Check on bands for dance or entertainment
- Check on petting zoo (Future Farmers of America or local stock owners)

Ron Thebeau

- Check with known Chili Cook Off Judge – how to get started, rules, advertising, prizes, judging

Kim Holaway

- Check with band that she knows

James Nelson

- Check on ATV Tours
- Check on Movie Theater
- Check on petting zoo (local stock owners)

Byron Smith

- Check with Fire Chiefs regarding Fire Musters
- Check with Eagar Fire regarding Pancake Breakfast for Memorial Weekend

Bill Greenwood

- Contact logging competition participants to get feedback on another logging event on Memorial Day
- Check on Becker Lake Fishing Tournament with Game and Fish Department
- Contact Vaughn Wilhelm about Kite Flying

The advertising on this event needs to be compiled as soon as possible to have plenty of time to get it to the metropolitan areas. The Chamber will be relied on heavily to help with advertising.

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Suggestion to print posters, table placement cards (for local restaurants – schedule of events). All advertising could have the schedule of events and all other things our area offers. This

advertising should also list what amenities are available. Councilor Wilkins suggested a coupon book for the events.

Mr. Greenwood suggested that the Towns saturate the sporting good stores in the metropolitan areas.

When the tourists are in town, will need designated areas to meet and sign boards and other directional instructions, i.e. sandwich boards, electronic signs.

July 4th

Mayor Nedrow suggested that an arts and crafts show with other various vendors fill the gap between the parade and rodeo. Others suggested keeping activities during this time family oriented.

Activities for the Fourth of July include:

- 5:00 AM – Hot-Air Balloons
- Eagar Fire Department Traditional Pancake Breakfast
- 10:00 AM – Parade – Have a Wet Zone (the only place water can be sprayed)
- 1:30 – 4:00 PM – Sheriff Posse Rodeo
- 5:00 PM – BBQ
- 9:00 PM – Fireworks (Donations)
- 9:00 PM – Sheriff Posse Dance

Proposed Activities

- 10:00 AM – Throughout Day and Afternoon – Arts and Crafts Fair on Main Street with other Vendors
- 1:00 – 4:00 PM – Water Event, Racquet Ball Tournament (if courts completed), Skate Board Competition,
- 4:00 PM – Matinee Movie (volunteers to clean the theater for a free movie)

As the above activities will coincide with the Sheriff Posse's rodeo, Vice-Mayor Nelson will speak to the Posse regarding conflicts – drawing spectators from the rodeo.

The Councils will have to use caution to hold a lot of activities during the Fourth of July as many employees are enjoying the holiday with their families.

ITEM # 4: ADJOURNMENT

The next Joint Council Meeting will be on January 29, 2009, at 6:00 PM at the Springerville Council Chamber.

Meeting adjourned at 7:42 PM.